



Mindset Media.

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***For Immediate Release***

## **IS THERE A “HYBRID” MINDSET?**

*Mindset Media Study Finds People Who Drive Hybrid Cars Are More Creative  
and Less Dogmatic Than Population at Large*

NEW YORK, March 12, 2008 – Mindset Media ([www.mindset-media.com](http://www.mindset-media.com)), an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, released today a Mindset Profile™ of hybrid car drivers, which the company generated from a recent study conducted using Nielsen's Online panel ([www.nielsen-online.com](http://www.nielsen-online.com)).

If recent media speculation holds up, Volkswagen will become the 13<sup>th</sup> auto brand to offer or plan to offer hybrids to U.S. auto consumers. As the “clean and green” segment takes off and competition heats up, auto manufacturers will need to understand what exactly makes people who like hybrids tick. According to a recent study conducted by Mindset Media, people who drive hybrid cars are 78 percent more likely than the general population to be highly creative or, in Mindset Media parlance, “Creativity 5s.” Hybrid drivers are also far more likely to be more liberal than the general population -- “Dogmatism 1s,” -- and the study found hybrid owners to be more open-minded, more spontaneous, and more assured of their ability to lead others.

Mindset Media defines Creativity 5s as inventive and imaginative people. Creativity 5s also tend to be emotionally sensitive and intellectually curious.

“A Mindset Buy™ of any of these ‘hybrid Mindsets’ will reach millions of people with the ‘wiring’ to love hybrids,” said Sarah Welch, COO and co-founder of Mindset Media. “A Mindset Buy will extend the target reach of any hybrid plan simply and efficiently.”

**About Mindset Media**

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit [www.mindset-media.com](http://www.mindset-media.com).

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